

# AD FORMAT : SKIN, BILLBOARD & ADHESION PACKAGE : SPEC

A design for all, 4 creative's are required

We offer a cross platform solution to further enhance both response and user visibility. See below for the various devices and optimised creative's for a skin booking.

## Creative 1 : Skin Sides

**Device:** Desktop  
**Dimensions:** 1280 x 720 pixels

## Creative 2 : Skin Leaderboard

**Device:** Desktop  
**Dimensions:** 960 x 106 pixels

Skin Notes : Please see separate sheet for complete skin design spec

## Creative 3 : Billboard

**Device:** Tablet  
**Dimensions:** 960 x 250 pixels  
**Max file size:** 40kb  
**File formats:** Animated gif or jpg

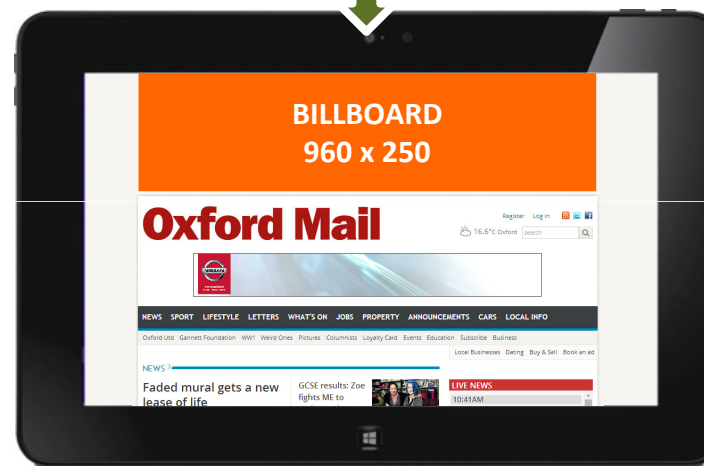
## Creative 4 : Adhesion Banner

**Device:** Smartphone  
**Dimensions:** 320 x 50 pixels  
**Max file size:** 40kb  
**File formats:** Animated gif or jpg

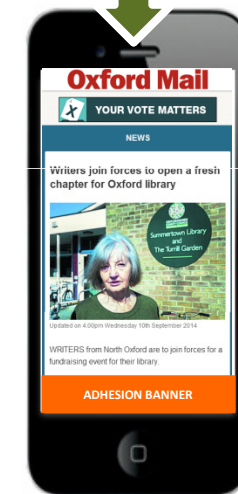
### Desktop : All Pages



### Tablet : All Pages



### Mobile : All Pages



# AD FORMAT : SKIN SIDES & SKIN LEADERBOARD

A design only for Desktops, 2 creative are required

1280 pixels

## Creative 1 : Skin Sides

**Device:** Desktop  
**Dimensions:** 1280 x 720 pixels  
**Max file size:** 40kb  
**File formats:** Static gif or jpg

## Creative 2 : Skin Leaderboard

**Device:** Desktop  
**Dimensions:** 960 x 106 pixels  
**Max file size:** 40kb  
**File formats:** Animated gif or jpg

